

## Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-11 INR-10 LAB-06

NSAE-00 RSC-01 SIL-01 AID-20 DODE-00 PA-04 USIA-15

PRS-01 SP-03 AGR-20 SWF-02 TRSE-00 STR-08 AF-10 L-03

CIEP-02 OMB-01 DRC-01 /140 W  
----- 035006

R 102022Z APR 74

FM AMEMBASSY SAN JOSE  
TO SECSTATE WASHDC 6756  
INFO AMEMBASSY MEXICO  
AMEMBASSY TEGUCIGALPA  
AMEMBASSY GUATEMALA  
AMEMBASSY MANAGUA  
AMEMBASSY SAN SALVADOR  
AMEMBASSY PANAMA

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E.O. 11652: N/A

TAGS: ETRD, CS

SUBJECT: PRESIDENT FIGUERES HITS STANDARD FRUIT ON  
NATIONAL TV HOOK-UP

1. IN A NATIONAL TV ADDRESS ADVERTISED AS A REVIEW OF HIS  
JUST COMPLETED TRIP THROUGH SEVERAL SOUTH AMERICAN COUNTRIES,  
PRESIDENT FIGUERES TOOK THE OPPORTUNITY TO GET IN SOME HARD  
KICKS AT STANDARD FRUIT. AS REPORTED IN THE PRESS APRIL 10,  
FIGUERES CHARACTERIZED HIS TRIP AS A "COMPLETE SUCCESS,"  
SPOKE BRIEFLY ABOUT EACH STOP, BUT RESERVED THE MAJOR PORTION  
OF HIS REMARKS FOR THE BANANA INDUSTRY.

2. FIGUERES LABELED STANDARD FRUIT'S BEHAVIOR AS AN "ABUSE  
OF POWER WHICH ENDANGERS DEMOCRATIC SOCIETY," REFERRING TO  
ITS ATTITUDE AS COLONIALIST AND SMACKING OF THE 19TH CENTURY.  
(LA NACION ENTITLED ITS RUNDOWN OF THE SPEECH,

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"FIGUERES LASHES OUT AT ABUSES OF POWER," TO BRING

OUT THE IRONY OF THE PRESIDENT'S OWN ABUSES.) FIGUERES  
SAID STANDARD FRUIT HAD THREATENED HIM  
AND WAS CAMPAIGNING AGAINST THE BANANA TAX. ONE  
PRESS VERSION REPORTED THAT HE SAID EQUADOR IS NOT AGAINST  
THE TAX. FIGUERES PRAISED THE COSTA RICAN INDEPENDENT

BANANA PRODUCERS WHICH, HE SAID, CULTIVATE ABOUT ONE  
THIRD OF THE ACREAGE IN BANANAS AND ADDED THAT THE  
GOVERNMENT WILL GUARANTEE THE INDEPENDENTS (ASBANA)  
COLONES 17 PER 40-POUND BOX.

3. WITH REGARD TO COFFEE, FIGUERES SAID HE HAD GOTTEN  
THE SUPPORT OF BRAZIL AND COLOMBIA FOR: (1) A CONTRIBUTION  
OF \$1 PER BAG OF EXPORTED COFFEE FROM EACH PRODUCING  
COUNTRY TO BE USED TO STRENGTHEN A WORLDWIDE COFFEE  
PROMOTION CAMPAIGN; AND (2) FORMATION OF A CENTRAL AMERICAN-  
MEXICAN COFFEE MARKETING ARRANGEMENT LIKE THE EXISTING  
ARRANGEMENT BETWEEN BRAZIL, COLOMBIA, THE IVORY COAST  
AND ANGOLA.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESIDENT, TELEVISION, PRESS COMMENTS, CUSTOMS DUTIES, SPEECHES, BANANAS, FOREIGN POLICY POSITION, THREATS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 10 APR 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** MorefiRH  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
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**Film Number:** D740083-0214  
**From:** SAN JOSE  
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**Image Path:**  
**ISecure:** 1  
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**Office:** ACTION ARA  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Handling Restrictions:** n/a  
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**Status:** NATIVE  
**Subject:** PRESIDENT FIGUERES HITS STANDARD FRUIT ON NATIONAL TV HOOK-UP  
**TAGS:** ETRD, CS, STANDARD FRUIT COMPANY, (FIGUERES)  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005